

## Note for Robinson, Yvette

**From:** Robinson, Yvette  
**Date:** Thu, Jan 18, 1996 9:44 AM  
**Subject:** RE: B&H Events Survey  
**To:** Medina, Maria  
**Cc:** Moore, Edna

MARIA: 1/17 IN MY OFFICE WE AGREED ON 200,000 FOR THE SURVEY CARDS.  
 PLEASE CHANGE QUANTITY TO 225, 000. THANKS.

From: Weiner, Russell on Wed, Jan 17, 1996 11:40 AM  
 Subject: RE: B&H Events Survey  
 To: Medina, Maria  
 Cc: Ferrin, Robert; Forsythe, Heather (LBC); Robinson, Yvette; Schwartz, Linda

Maria,  
 Thanks for sending the info in the e-mail below. However the Agency requires this information, not Linda, as Events should be dealing with them regarding production of the artwork. Linda has been nice enough to help us on logistical and survey question issues.

With this e-mail, I am forwarding your POS #, order quantity and other key info to Heather at LBCo. I believe the only outstanding info they still required is estimated redemption rate.

One question, I see a second POS # for tracking cards below. What are they? Have you discussed their production with the Agency, because this is the first I've heard of it.

Heather, please note Maria's question regarding deadlines for production and addresses.

Thanks everyone for your help. Don't hesitate to call with any questions. Maria, Yvette and Linda--can you all make our Friday logistics meeting at 2:15?

\*\*\* URGENT \*\*\*  
 From: Medina, Maria on Wed, Jan 17, 1996 10:42 AM  
 Subject: B&H Survey cards  
 To: Schwartz, Linda  
 Cc: Robinson, Yvette; Weiner, Russell

The information you need for our B&H survey cards is as Follows:

POS# is 79014

Quantities for both Club B&H and Comm. Marketing programs is a total of 250,000 survey cards.

For the tracking cards Pos# is 79015.

Mailing address will be forwarded at a later date. ( Let me know by when you need the addresses by). Our first event is Feb. 19 for Comm. Marketing.  
 If you can not produce the total amount of cards by Feb. 15 , we will need 3,000 survey cards delivered by Feb. 15.

Please let us know if you can meet the delivery date for our first event and the total cost for all the above. Thanks for all your help

Thanks for all your help.

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From: Weiner, Russell on Wed, Jan 17, 1996 9:34 AM  
Subject: RE: B&H Events Survey  
To: Medina, Maria; Robinson, Yvette; Schwartz, Linda  
Cc: Ferrin, Robert; Forsythe, Heather (LBC)

Linda,

Brand agrees with your suggestion on survey questions below. I spoke with Yvette and Maria this afternoon and they will be handling the executional elements of the survey. Thus, now that we have finalized the question content, Events will forward all the information you outlined below (i.e. POS #, Print Quantity, Shipping Information and Estimated Survey Redemption). They will also handle getting legal approval of the survey.

Yvette and Maria, please call me if you have any questions on the above. I'm assuming this is coming out of community marketing budget, unless I hear otherwise. My understanding from Linda and Heather is that the Agency is revising the layout of our current survey to incorporate the new questions below. The Agency may want to present a survey pad vs. individual surveys on heavy paper stock that we had this past year. It seems less expensive and less cumbersome. Please pass concepts and A&K by Brand for comment before approval.

Finally, Brand, Events, PM Direct and LBCo D-base group need to meet regarding logistical planning of how these surveys will be forwarded. Per Linda's schedule below, lets meet Friday the 19th at 2:15 in my office. It should take about 15 minutes and we can conference in Burnett if Linda deems that necessary. The objective of this meeting will be to determine the process by which completed surveys need to be coded and delivered to the PM keying vendor so that we will have optimum information available for future use.

Please call with any questions.

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From: Schwartz, Linda on Tue, Jan 16, 1996 3:12 PM  
Subject: B&H Events Survey  
To: Weiner, Russell  
Cc: Claggett, Tom (LBC); hassman, jeff (LBC); kuklinski, steve (LBC); Medina, Maria; Yates, Margaret

Russell,

Tom, Steve, Heather and I had a conference call today re: the events survey. Here's where we netted out:

In order to include the ethnicity question and the RAF question, we've agreed to eliminate the following questions which have little-to no impact on either the response model or the loyalty scoring. The first question to be omitted is the buy kind, followed by the cigarette coupon usage question. In addition, Burnett Creative eliminate the 16 boxes at the top of the survey and will also look to see if eliminating one line from the SOP question will provide even more space. Lastly, it was agreed that the "previous brand" question will be ADDED since competitive smokers are pulled into B&H mailings when they have B&H in SOP, consideration set or in previous brand.

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